

**GOVERNMENT OF TELANGANA**  
**ABSTRACT**

Telangana Tourism – Tourism Promotions - Release an advertisement on Telangana Tourism in New Year - Calendar and Dairy 2016, by M/s. Touchstone Advertising Pvt., Ltd., Hyderabad – Publication Charges – Sanction and release of an amount of Rs. 1,75,000/- (Rupees One Lakh Seventy Five Thousand only) - Orders – Issued.

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.RT.No. 363

Dated: 13-06-2016

Read the following:

1. From M/s. Telangana Journalists Ikya Vedika, Hyderabad, Dt.02-01-2016,  
M/s.Praja Vikasam Telugu Daily, Hyderabad, Dated:02-01-2016 and  
M/s. Janam Sakshi Telugu Daily, Hyderabad, Dated:06-01-2016.
2. Memo.No.4140-A4/PMU/PRO/2015, of YAT & C (PMU) Department, Dt.23-01-2016.
3. G.O.Rt.No.290, of YAT & C (PMU) Department, Dt.12-05-2016.
4. Release Order No.51/Display-Agency/Advt.I/2015-16, Dt:31-03-2016,  
Release Order No.52/Display-Agency/Advt.I/2015-16, Dt:31-03-2016 and  
Release Order No.55/Display-Agency/Advt.I/2015-16, of I&PR, Hyderabad, Dt:31-03-2016.
5. Bill No.TAPL/25/2016-17, Dt.16-04-2016, Bill No.TAPL/26/2016-17, Dt.16-04-2016 and  
Bill No.TAPL/39/2016-17, of M/s. Touchstone Advertising Pvt., Ltd., Hyderabad, Dt.03-05-2016.

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**ORDER:**

1. In the letter 1<sup>st</sup> read above, M/s. Telangana Journalists Ikya Vedika, Hyderabad, M/s.Praja Vikasam Telugu Daily, Hyderabad, and M/s. Janam Sakshi Telugu Daily, Hyderabad, has requested to release an advertisement on Telangana Tourism in New Year - Calendar and Dairy 2016. Accordingly, the Government have issued a order to the same, through Department of Information & Public Relations, Hyderabad, an amount of Rs.1,75,000/- (Rupees One Lakh Seventy Five Thousand only) including taxes, for publication of an advertisement in the reference 2<sup>nd</sup> read above.
2. In the reference 4<sup>th</sup> read above, the Department of Information & Public Relations, Hyderabad, has issued a release order to M/s. Touchstone Advertising Pvt., Ltd., Hyderabad, to publish an advertisement on Telangana Tourism in New Year - Calendar and Dairy 2016 for an amount of Rs. 1,75,000/- (Rupees One Lakh Seventy Five Thousand only) including taxes. After publication of an advertisement on Telangana Tourism in New Year - Calendar and Dairy 2016, the above said agency has furnished bills, in the reference 5<sup>th</sup> read above and requested Government for arranging the payment.
3. The Government, after careful examination of the matter, hereby accord sanction and release an amount of Rs.1,75,000/- (Rupees One Lakh Seventy Five Thousand only) including taxes, towards advertisement in on Telangana Tourism in New Year - Calendar and Dairy 2016, through Touchstone Advertising Pvt., Ltd., Hyderabad.
4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:  
"3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists – Schemes included in PLAN, 11- Normal State Plan, 20 – PMU – Advertisement, Sales Publicity Expenses, participation in National and International Travel Marts, organizing tourism events, sponsorship, fairs and festival and other expenditure, 500 – Other Charges, 503 – Other Expenditure".
5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s.Touchstone Advertising(P)Limited, Hyderabad. The details of Bank account is as follows:-  
Account Name : M/s.Touchstone Advertising (P) Limited, Hyderabad.  
Account No :26610200000060  
Name of the Bank : BANK OF BARODA  
IFSC Code :BARBOPBBHYD  
PAN NO. : AABCT0849G

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**B.VENKATESHAM**  
**SECRETARY TO GOVERNMENT**

To

M/s. Touchstone Advertising Pvt., Ltd., Hyderabad.

The Assistant Secretary to Government & Drawing and Disbursing Officer, YAT & C Department.

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad.

**Copy to:**

The YAT & C (PMU - Claims) Department.

SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**